IPA TouchPoints Hub
User Manual

2012

Crosstab Only

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INTRODUCTION

IPA Touchpoints is a major new research study which seeks to improve the industry media research tools available to communication planners, buyers and sellers.

IPA Touchpoints survey

The chosen methodology consists of respondents completing two key tasks. The first is the completion of an extensive self-completion questionnaire and the second is the completion of a 7-day, PDA based media activity diary which is completed on a half hourly basis.
The self-completion questionnaire covers detailed questions on the following:

- television
- press (national newspapers, regional newspapers and magazines)
- radio
- outdoor (roadside, transport and ambient)
- cinema
- on-line
- SMS
- event sponsorship
- direct

The questionnaire also collects extensive classification, shopping and lifestyle/attitude data.

Who is doing what, where, when and with whom?

Each Touchpoint respondent will register the time that they spend watching television, listening to the radio, reading newspapers and magazines, using the Internet and travelling by half hour across a week through PDA based half hour diaries.

The PDA diary collects data on the following

- location
- who they are with
- main activity they are undertaking
- what media they are using
- mood

The universe of the survey is all adults aged 15+, living in Great Britain.
The sample size is 5010.

Telmar has extensive experience with other diary based surveys, in order for Touchpoints to be used easily and effectively, Telmar has created new coding called "wildcard coding".
Wildcard coding will enable users to create 1 crosstab, where before 10 analyses would have to be created.

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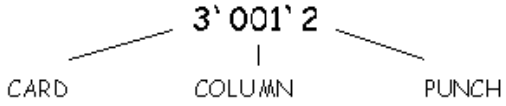
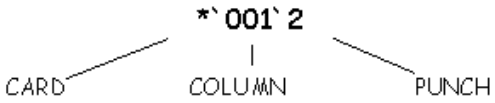
Wildcard coding uses a "*" in the card, column punch coding to substitute. The rule to remember is that **Time does not exist on its own**.

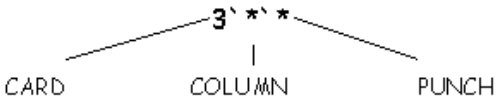
For example, an ordinary crosstab code would look like the example below.



The wildcard version of the code would look like this



If this was the coding for a *Wildcard Media, Activities etc.* inserted in the columns section, then the *Wildcard Timeslot* would be entered in the rows section and would look like this;



As you can see, the figures from one code replaces the wildcards "*" from the other code. This is the basic principle behind TouchPoints Wildcard coding with TNT+.

Rules of Wildcards

- You can create complicated coding in wild cards e.g. Watching TV **AND NOT** listening to the Radio **OR** using the Internet or Reading
- You must have reciprocal "*" in two dimensions, e.g. in Columns and in Rows
- You can have wildcards in Tables, Columns or Rows, BUT only in 2 dimensions
- You can combine wildcard coding with non wildcard coding e.g. Age 15-24 **AND** Watching TV (Not applicable to Mean / Meanz codes)

How does a diary work?

Think about how the respondents will have answered the questions
The following is a scenario of what could have happened on a Saturday night.

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Our respondent was at home all evening – but there was a lot of coming and going by other family members.

	Where were you?		Who were you with?				
Time Sat pm.							
0:00	X		X				
23:30	X		X				
23:00	X	X					
22:30	X			X	X		
22:00	X			X	X		
21:30	X			X	X		
21:00	X			X			
20:30	X			X			
20:00	X			X			
19:30	X		X	X			
19:00	X		X	X			
18:30	X	X					
18:00	X		X				
	At Home	Alone	with Partner/ Spouse	with Parent	with Children	with Brother/Sister	with Other family

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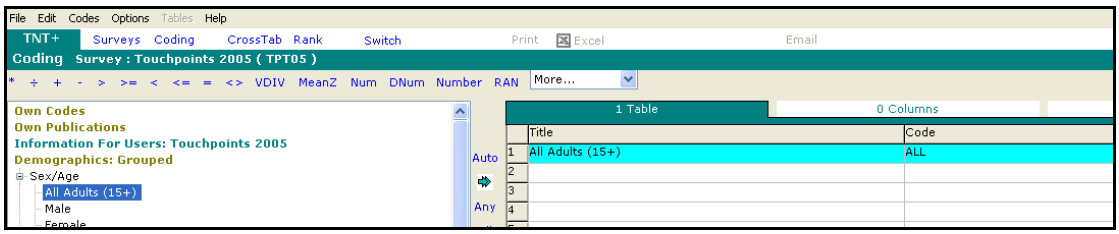
Which day of the week do you go shopping, those with children vs those without (non-wildcard)?

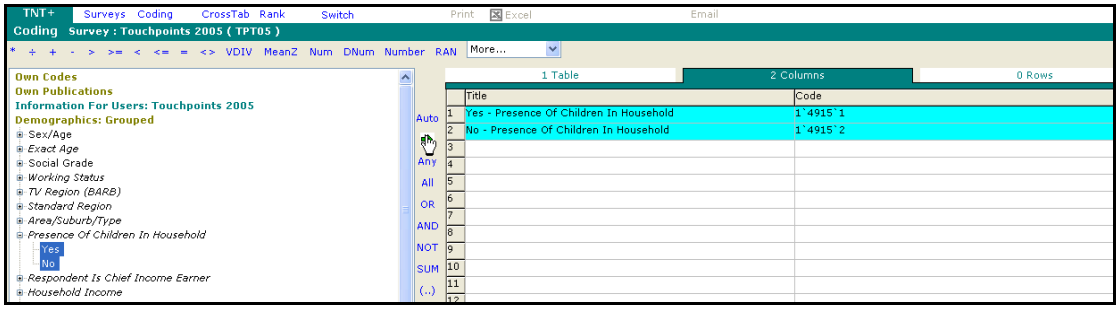
Step 1

In the Table place All Adults 15+, found under *Demographics: Grouped*, then *Sex/Age/Social Grade*.



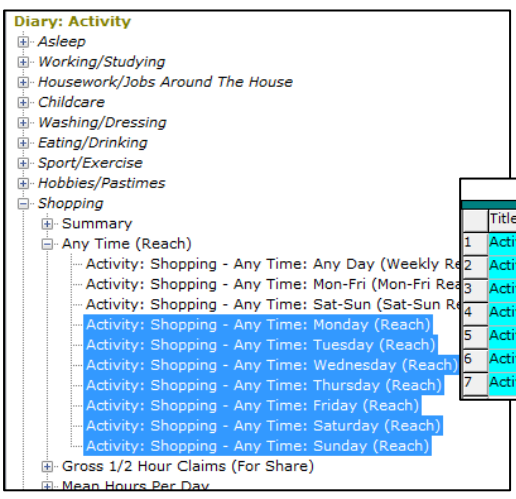
Step 2

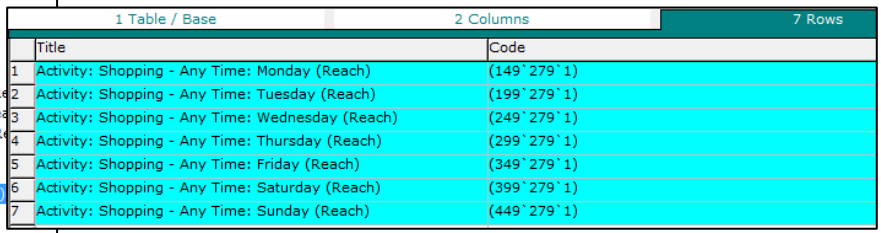
Go to Columns, still in *Demographics Grouped*, open the Presence of Children In Household section and use the green arrow to put the codes in the grid separately.



Step 3

Reset your electronic codebook and go to your Rows. In the *Filter* box type Diary, open the section called *Diary: Activity*. Double click on *Shopping* and open the *Any Time (Reach)* section. Highlight the individual codes for each day and use the green arrow to put them in the grid.


Diary: Activity
Asleep
Working/Studying
Housework/Jobs Around The House
Childcare
Washing/Dressing
Eating/Drinking
Sport/Exercise
Hobbies/Pastimes
Shopping
Summary
Any Time (Reach)
Activity: Shopping - Any Time: Any Day (Weekly Re
Activity: Shopping - Any Time: Mon-Fri (Mon-Fri Rea
Activity: Shopping - Any Time: Sat-Sun (Sat-Sun Re
Activity: Shopping - Any Time: Monday (Reach)
Activity: Shopping - Any Time: Tuesday (Reach)
Activity: Shopping - Any Time: Wednesday (Reach)
Activity: Shopping - Any Time: Thursday (Reach)
Activity: Shopping - Any Time: Friday (Reach)
Activity: Shopping - Any Time: Saturday (Reach)
Activity: Shopping - Any Time: Sunday (Reach)
Gross 1/2 Hour Claims (For Share)
Mean Hours Per Day


1 Table / Base
2 Columns
7 Rows
Title
Code
1 Activity: Shopping - Any Time: Monday (Reach) (149`279`1)
2 Activity: Shopping - Any Time: Tuesday (Reach) (199`279`1)
3 Activity: Shopping - Any Time: Wednesday (Reach) (249`279`1)
4 Activity: Shopping - Any Time: Thursday (Reach) (299`279`1)
5 Activity: Shopping - Any Time: Friday (Reach) (349`279`1)
6 Activity: Shopping - Any Time: Saturday (Reach) (399`279`1)
7 Activity: Shopping - Any Time: Sunday (Reach) (449`279`1)

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Step 4
Now click on Crosstab to produce:

		Total	Yes - Presence Of Children In HH	No - Presence Of Children In HH
Total	*Audience(000)*	46,667	14,417	32,250
	Resps	5,010	1,749	3,261
	%Col	100.0	100.0	100.0
	%Row	100.0	30.9	69.1
	Index	100.0	100.0	100.0
Activity: Shopping - Any Time: Monday (Reach)	*Audience(000)*	20,947	6,156	14,791
	Resps	2,241	772	1,469
	%Col	44.9	42.7	45.9
	%Row	100.0	29.4	70.6
	Index	100.0	95.1	102.2
Activity: Shopping - Any Time: Tuesday (Reach)	*Audience(000)*	21,359	6,026	15,333
	Resps	2,297	727	1,570
	%Col	45.8	41.8	47.5
	%Row	100.0	28.2	71.8
	Index	100.0	91.3	103.9
Activity: Shopping - Any Time: Wednesday (Reach)	*Audience(000)*	21,774	6,493	15,281
	Resps	2,327	778	1,549
	%Col	46.7	45.0	47.4
	%Row	100.0	29.8	70.2
	Index	100.0	96.5	101.6
Activity: Shopping - Any Time: Thursday (Reach)	*Audience(000)*	21,357	6,096	15,261
	Resps	2,318	745	1,573
	%Col	45.8	42.3	47.3
	%Row	100.0	28.5	71.5
	Index	100.0	92.4	103.4
Activity: Shopping - Any Time: Friday (Reach)	*Audience(000)*	23,192	6,957	16,234
	Resps	2,535	834	1,701
	%Col	49.7	48.3	50.3
	%Row	100.0	30.0	70.0
	Index	100.0	97.1	101.3
Activity: Shopping - Any Time: Saturday (Reach)	*Audience(000)*	26,534	8,201	18,334
	Resps	2,982	1,033	1,949
	%Col	56.9	56.9	56.8
	%Row	100.0	30.9	69.1
	Index	100.0	100.0	100.0
Activity: Shopping - Any Time: Sunday (Reach)	*Audience(000)*	15,233	5,384	9,849
	Resps	1,715	680	1,035
	%Col	32.6	37.3	30.5
	%Row	100.0	35.3	64.7
	Index	100.0	114.4	93.6

37.3% of Adults 15+ with Children in household go shopping on Sunday compared to only 30.5% of Adults 15+ without children.

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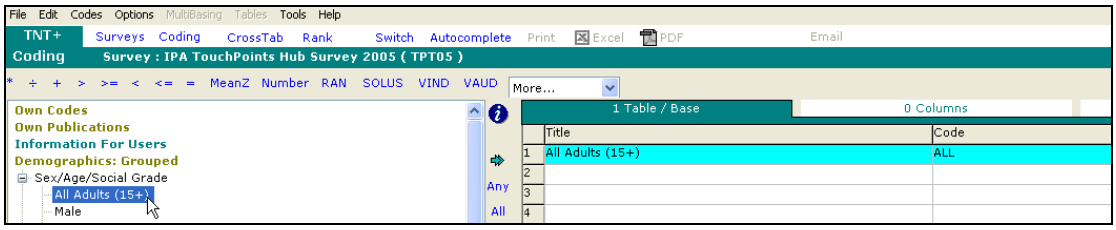
Socialising with Friends on a Friday night (non-wildcard)

Step 1

Put All Adults 15+ in the Base

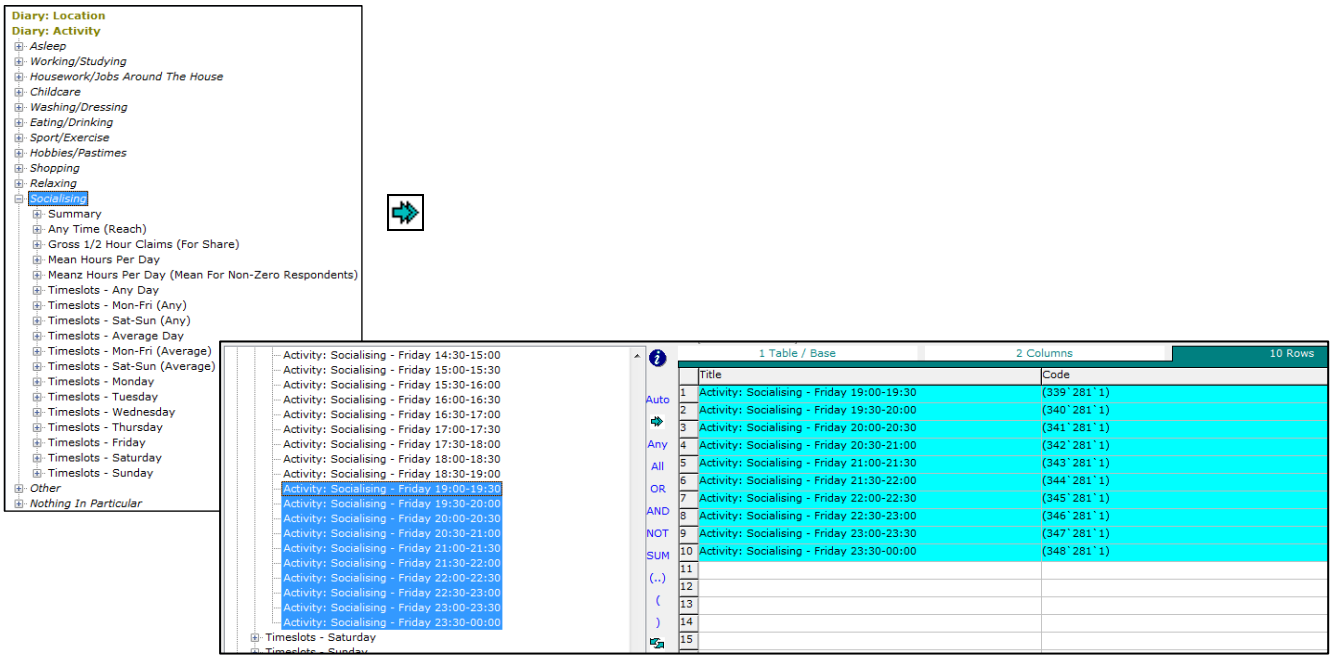


Step 2

Leave the Columns blank and go to the Rows.

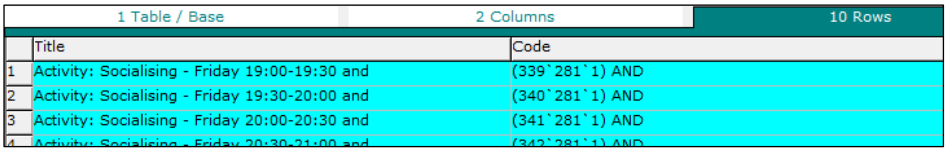
Reset the codebook and Filter on Diary.

Open the *Diary: Activity* section and open the *Socialising* category. Double click on *Timeslots – Friday* to open the full list, highlight the half hours from *19:00 to 00:00* and then use the green arrow to put them in the grid.



Step 3

Click *AND* in the middle grey column to add AND to the end of all the codes in the grids.


1 Table / Base
2 Columns
10 Rows
Title
Code
1 Activity: Socialising - Friday 19:00-19:30 and (339`281`1) AND
2 Activity: Socialising - Friday 19:30-20:00 and (340`281`1) AND
3 Activity: Socialising - Friday 20:00-20:30 and (341`281`1) AND

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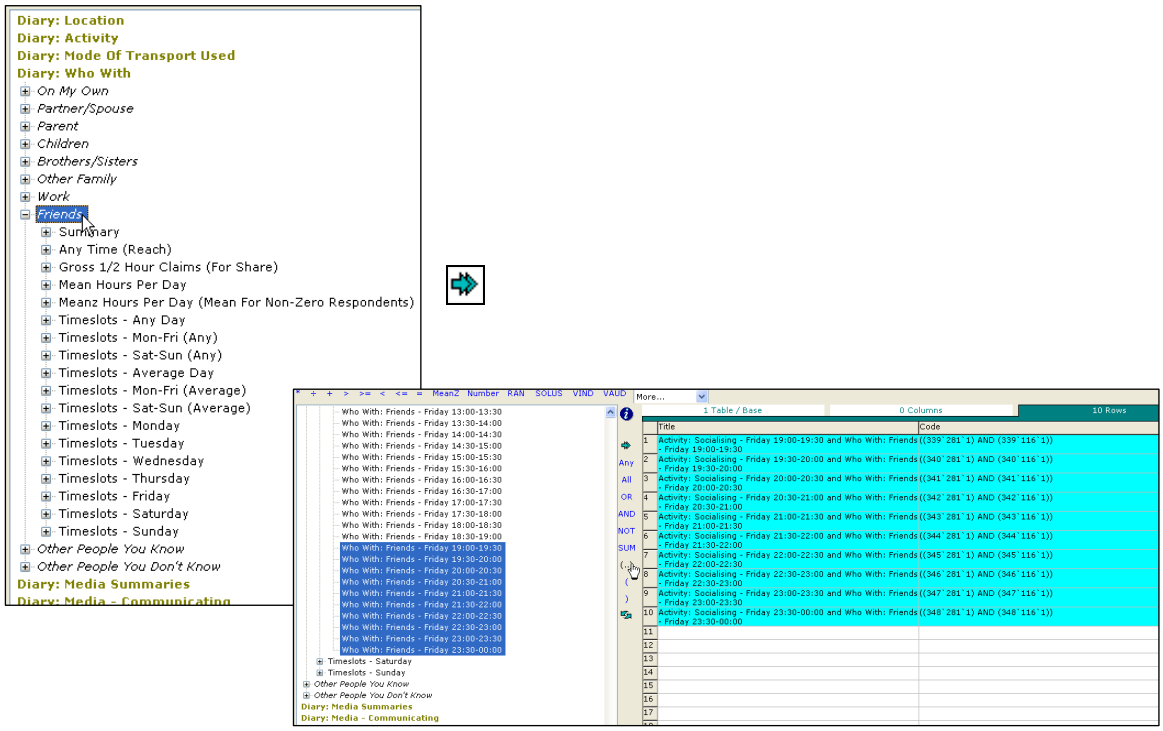
Step 4

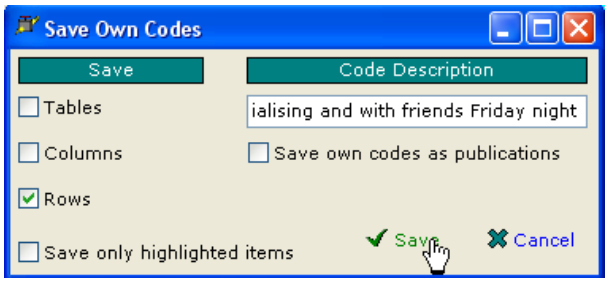
Reset and find the *Diary: Who With* section. Double-click to expand the category and find *Friends* and expand the category. As before double click on *Timeslots – Friday* to open the full list, highlight the half hours from *19:00 to 00:00* and then use the green arrow to add them to the grid.

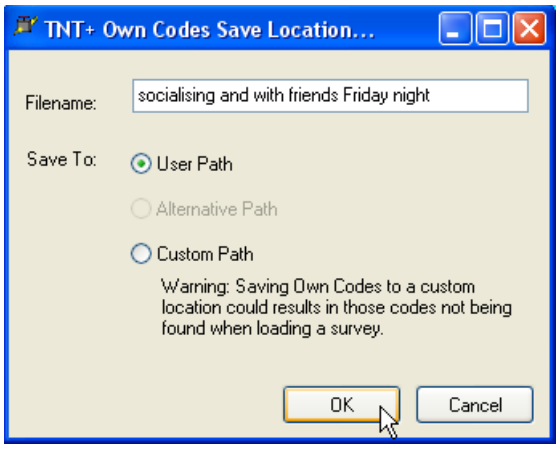


Step 5

Click the brackets symbol **(..)** to surround each of the codes with brackets.

Now save the codes in the rows as *Own Codes*. Go to the *Codes* drop down menu and select *Save Own Codes*. In the new window type a description for the own codes, e.g. Socialising and with friends Friday night. Click *Save*, then OK and OK.




TNT+ Own Codes Save Location...
Filename:
socialising and with friends Friday night
Save To:
User Path
Alternative Path
Custom Path
Warning: Saving Own Codes to a custom location could results in those codes not being found when loading a survey.
OK
Cancel

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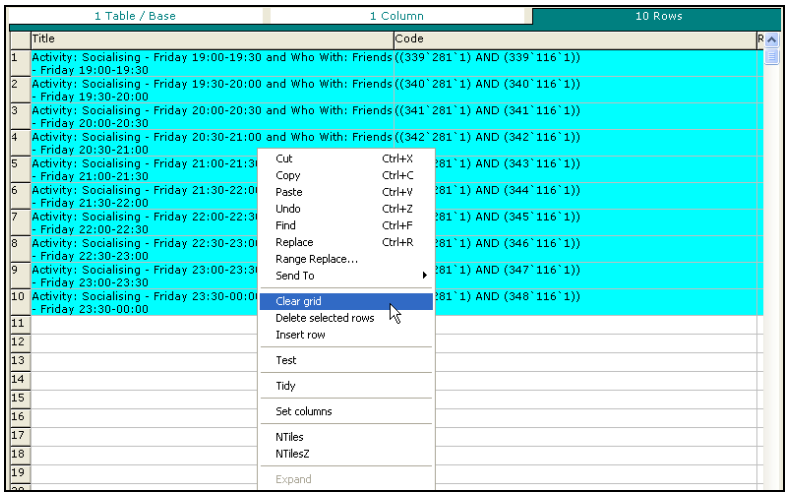
Step 6

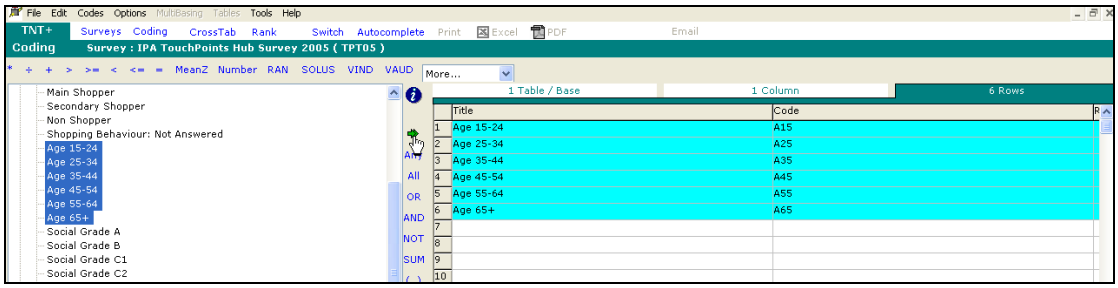
The codes have now been saved the Own Codes directory and can be selected from the top of the electronic code book.

Clear the grid in the Rows, by right-clicking on the grid and selecting *Clear Grid*.



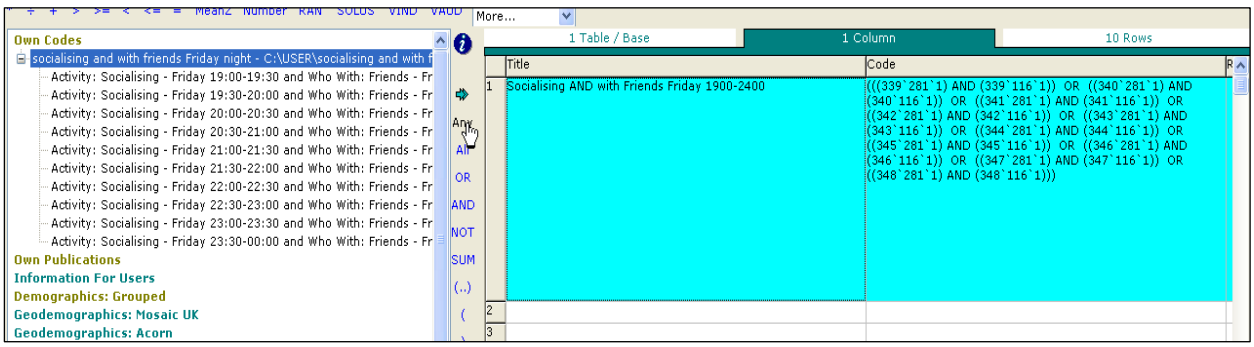
Step 7

Insert the age groups into the Rows from the *Demographics: Grouped* category.



Step 8

The final step is to create the target group from the Own Codes in the Columns. Reset the code book and double-click the *Own Codes* category. Highlight the heading of the codes we just made click *Any* to combine all the half hours.


Own Codes
socialising and with friends Friday night - C:\USER\socialising and with f
Activity: Socialising - Friday 19:00-19:30 and Who With: Friends - Fr
Activity: Socialising - Friday 19:30-20:00 and Who With: Friends - Fr
Activity: Socialising - Friday 20:00-20:30 and Who With: Friends - Fr
Activity: Socialising - Friday 20:30-21:00 and Who With: Friends - Fr
Activity: Socialising - Friday 21:00-21:30 and Who With: Friends - Fr
Activity: Socialising - Friday 21:30-22:00 and Who With: Friends - Fr
Activity: Socialising - Friday 22:00-22:30 and Who With: Friends - Fr
Activity: Socialising - Friday 22:30-23:00 and Who With: Friends - Fr
Activity: Socialising - Friday 23:00-23:30 and Who With: Friends - Fr
Activity: Socialising - Friday 23:30-00:00 and Who With: Friends - Fr
Own Publications
Information For Users
Demographics: Grouped
Geodemographics: Mosaic UK
Geodemographics: Acorn
Any
All
OR
AND
NOT
SUM
1 Table / Base
1 Column
10 Rows
Title
Code
Socialising AND with Friends Friday 1900-2400
(((339`281`1) AND (339`116`1)) OR ((340`281`1) AND (340`116`1)) OR ((341`281`1) AND (341`116`1)) OR ((342`281`1) AND (342`116`1)) OR ((343`281`1) AND (343`116`1)) OR ((344`281`1) AND (344`116`1)) OR ((345`281`1) AND (345`116`1)) OR ((346`281`1) AND (346`116`1)) OR ((347`281`1) AND (347`116`1)) OR ((348`281`1) AND (348`116`1)))

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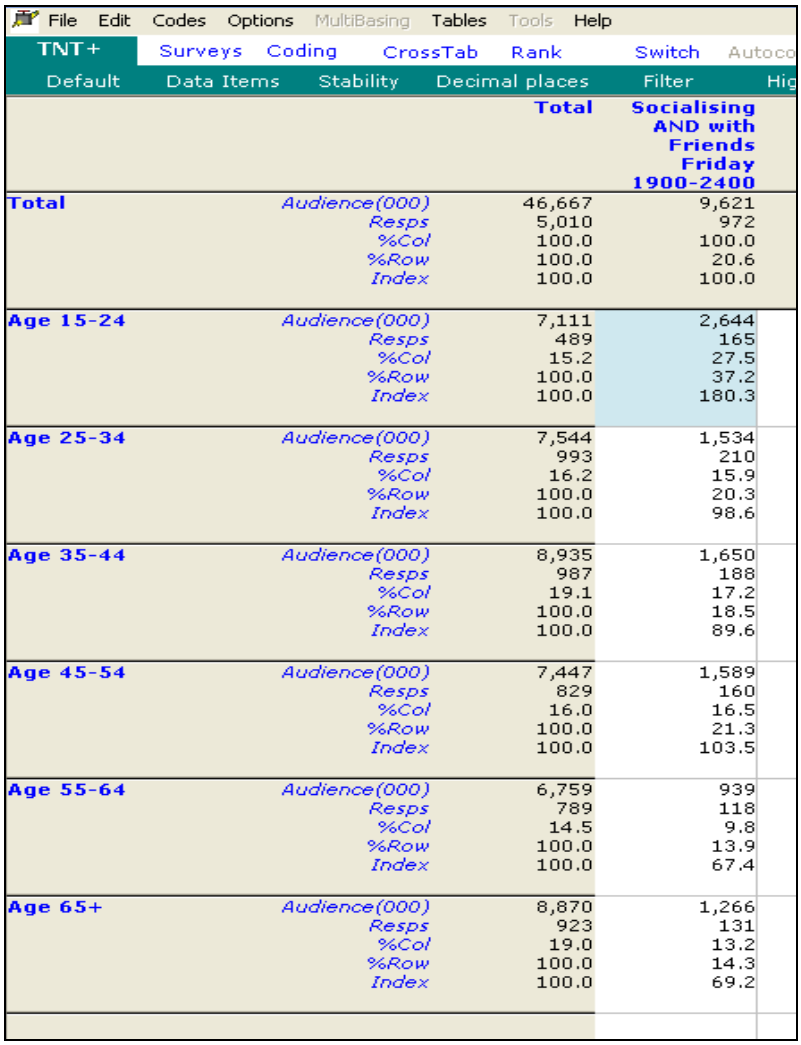
Step 9

Change the titling to something appropriate e.g. *Socialising AND with Friends Friday 1900-2400*. Finally Crosstab the analysis.


File Edit Codes Options MultiBasing Tables Tools Help
TNT+ Surveys Coding CrossTab Rank Switch Autoco
Default Data Items Stability Decimal places Filter Hig

		Total	Socialising AND with Friends Friday 1900-2400
Total	*Audience(000)*	46,667	9,621
	Resps	5,010	972
	%Col	100.0	100.0
	%Row	100.0	20.6
	Index	100.0	100.0
Age 15-24	*Audience(000)*	7,111	2,644
	Resps	489	165
	%Col	15.2	27.5
	%Row	100.0	37.2
	Index	100.0	180.3
Age 25-34	*Audience(000)*	7,544	1,534
	Resps	993	210
	%Col	16.2	15.9
	%Row	100.0	20.3
	Index	100.0	98.6
Age 35-44	*Audience(000)*	8,935	1,650
	Resps	987	188
	%Col	19.1	17.2
	%Row	100.0	18.5
	Index	100.0	89.6
Age 45-54	*Audience(000)*	7,447	1,589
	Resps	829	160
	%Col	16.0	16.5
	%Row	100.0	21.3
	Index	100.0	103.5
Age 55-64	*Audience(000)*	6,759	939
	Resps	789	118
	%Col	14.5	9.8
	%Row	100.0	13.9
	Index	100.0	67.4
Age 65+	*Audience(000)*	8,870	1,266
	Resps	923	131
	%Col	19.0	13.2
	%Row	100.0	14.3
	Index	100.0	69.2

15-24 year olds are 80% more likely than the average adult to be socialising with friends on a Friday night.

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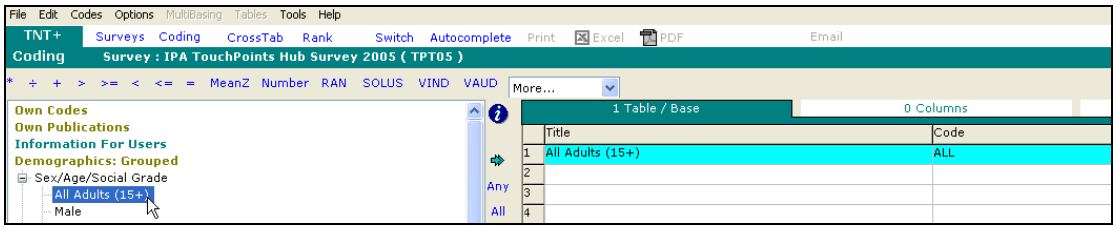
Talking on a mobile phone and watching TV- Gender Profile (non-wildcard)

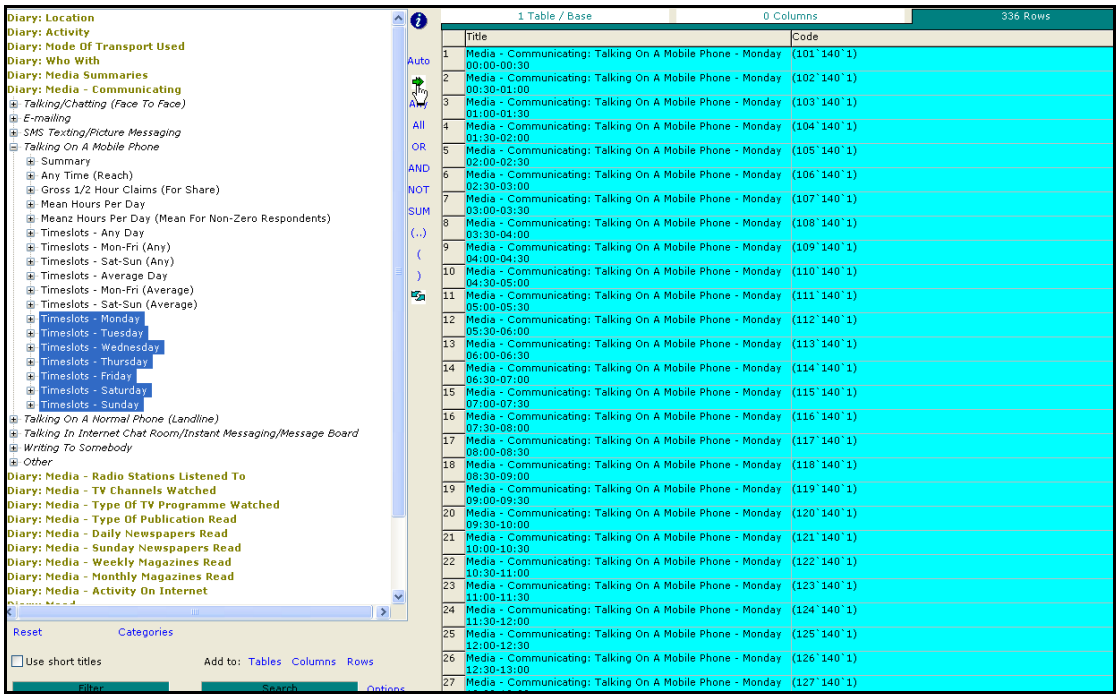
Step 1
Place All Adults 15+ in the Base.



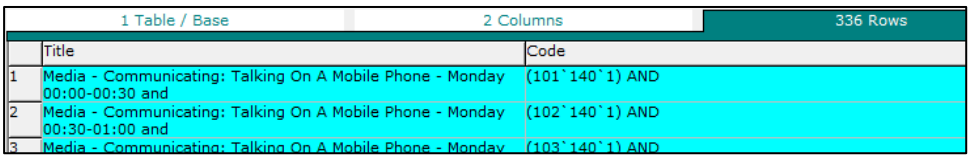
Step 2
Leave the Columns blank and go to the Rows.

Reset the codebook and Filter on Diary.

Open the *Diary: Media- Communicating* section and open the *Talking on a Mobile Phone* category. Highlight *Timeslots- Monday* through to *Timeslots- Sunday* and then use the green arrow to put them in the grid individually.


Diary: Location
Diary: Activity
Diary: Mode Of Transport Used
Diary: Who With
Diary: Media Summaries
Diary: Media - Communicating
Talking/Chatting (Face To Face)
E-mailing
SMS Texting/Picture Messaging
Talking On A Mobile Phone
Summary
Any Time (Reach)
Gross 1/2 Hour Claims (For Share)
Mean Hours Per Day
Meanz Hours Per Day (Mean For Non-Zero Respondents)
Timeslots - Any Day
Timeslots - Mon-Fri (Any)
Timeslots - Sat-Sun (Any)
Timeslots - Average Day
Timeslots - Mon-Fri (Average)
Timeslots - Sat-Sun (Average)
Timeslots - Monday
Timeslots - Tuesday
Timeslots - Wednesday
Timeslots - Thursday
Timeslots - Friday
Timeslots - Saturday
Timeslots - Sunday
Talking On A Normal Phone (Landline)
Talking In Internet Chat Room/Instant Messaging/Message Board
Writing To Somebody
Other
Diary: Media - Radio Stations Listened To
Diary: Media - TV Channels Watched
Diary: Media - Type Of TV Programme Watched
Diary: Media - Type Of Publication Read
Diary: Media - Daily Newspapers Read
Diary: Media - Sunday Newspapers Read
Diary: Media - Weekly Magazines Read
Diary: Media - Monthly Magazines Read
Diary: Media - Activity On Internet
Reset Categories
Use short titles
Add to: Tables Columns Rows
Filter Search Options
Auto All OR AND NOT SUM (..)
1 Table / Base
0 Columns
336 Rows
Title
Code
1 Media - Communicating: Talking On A Mobile Phone - Monday 00:00-00:30 (101`140`1)
2 Media - Communicating: Talking On A Mobile Phone - Monday 00:30-01:00 (102`140`1)
3 Media - Communicating: Talking On A Mobile Phone - Monday 01:00-01:30 (103`140`1)
4 Media - Communicating: Talking On A Mobile Phone - Monday 01:30-02:00 (104`140`1)
5 Media - Communicating: Talking On A Mobile Phone - Monday 02:00-02:30 (105`140`1)
6 Media - Communicating: Talking On A Mobile Phone - Monday 02:30-03:00 (106`140`1)
7 Media - Communicating: Talking On A Mobile Phone - Monday 03:00-03:30 (107`140`1)
8 Media - Communicating: Talking On A Mobile Phone - Monday 03:30-04:00 (108`140`1)
9 Media - Communicating: Talking On A Mobile Phone - Monday 04:00-04:30 (109`140`1)
10 Media - Communicating: Talking On A Mobile Phone - Monday 04:30-05:00 (110`140`1)
11 Media - Communicating: Talking On A Mobile Phone - Monday 05:00-05:30 (111`140`1)
12 Media - Communicating: Talking On A Mobile Phone - Monday 05:30-06:00 (112`140`1)
13 Media - Communicating: Talking On A Mobile Phone - Monday 06:00-06:30 (113`140`1)
14 Media - Communicating: Talking On A Mobile Phone - Monday 06:30-07:00 (114`140`1)
15 Media - Communicating: Talking On A Mobile Phone - Monday 07:00-07:30 (115`140`1)
16 Media - Communicating: Talking On A Mobile Phone - Monday 07:30-08:00 (116`140`1)
17 Media - Communicating: Talking On A Mobile Phone - Monday 08:00-08:30 (117`140`1)
18 Media - Communicating: Talking On A Mobile Phone - Monday 08:30-09:00 (118`140`1)
19 Media - Communicating: Talking On A Mobile Phone - Monday 09:00-09:30 (119`140`1)
20 Media - Communicating: Talking On A Mobile Phone - Monday 09:30-10:00 (120`140`1)
21 Media - Communicating: Talking On A Mobile Phone - Monday 10:00-10:30 (121`140`1)
22 Media - Communicating: Talking On A Mobile Phone - Monday 10:30-11:00 (122`140`1)
23 Media - Communicating: Talking On A Mobile Phone - Monday 11:00-11:30 (123`140`1)
24 Media - Communicating: Talking On A Mobile Phone - Monday 11:30-12:00 (124`140`1)
25 Media - Communicating: Talking On A Mobile Phone - Monday 12:00-12:30 (125`140`1)
26 Media - Communicating: Talking On A Mobile Phone - Monday 12:30-13:00 (126`140`1)
27 Media - Communicating: Talking On A Mobile Phone - Monday (127`140`1)

Step 3
Click the *AND* button to insert the AND code next to each half hour.


1 Table / Base
2 Columns
336 Rows
Title
Code
1 Media - Communicating: Talking On A Mobile Phone - Monday 00:00-00:30 and (101`140`1) AND
2 Media - Communicating: Talking On A Mobile Phone - Monday 00:30-01:00 and (102`140`1) AND
3 Media - Communicating: Talking On A Mobile Phone - Monday (103`140`1) AND

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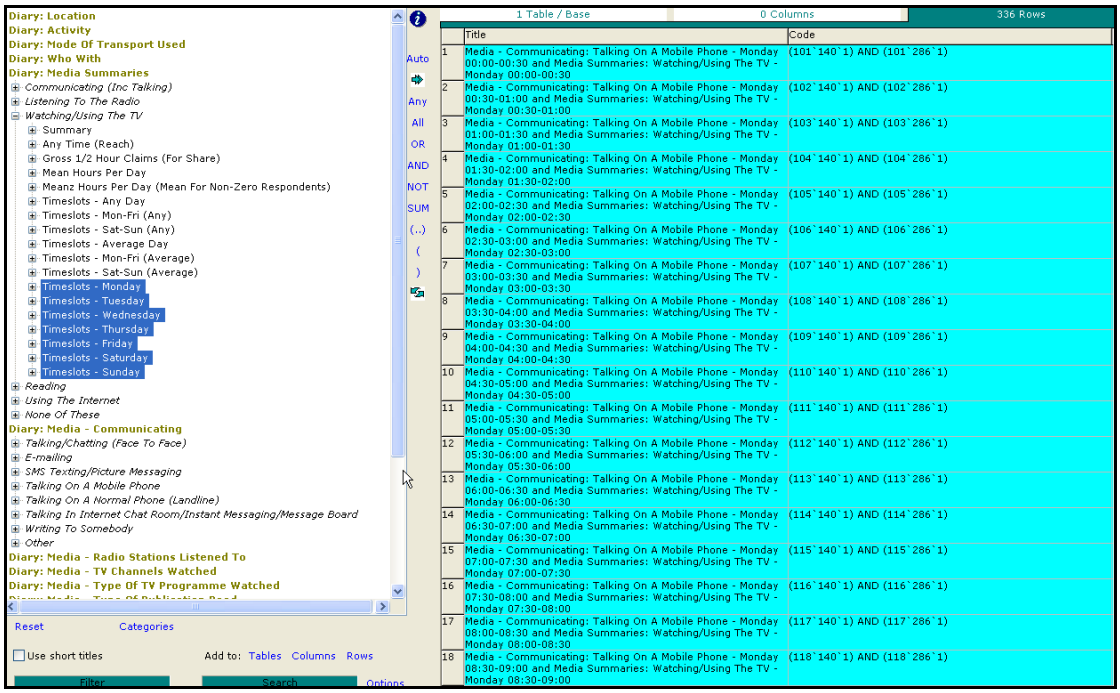
Step 4

Reset and find the *Diary Media: Summaries* section. Double click to open *Watching / Using the TV*. Highlight Monday through to Sunday and click on the green arrow to insert the half hour times onto the codes.

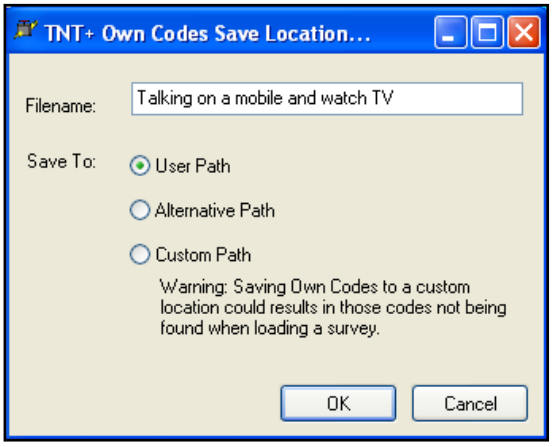
NB. Make sure you still have the same number of Rows as after Step 2, e.g. if looking at Monday – Sunday you should have 336 Rows.



Step 5

Click the brackets symbol **(..)** to surround each of the codes with brackets

Now save the codes in the Rows as *Own Codes*. Go to the *Codes* drop down menu and select *Save Own Codes*. In the new window type a description for the own codes menu. Click *Save* and OK and OK.


TNT+ Own Codes Save Location...
Filename:
Talking on a mobile and watch TV
Save To:
User Path
Alternative Path
Custom Path
Warning: Saving Own Codes to a custom location could results in those codes not being found when loading a survey.
OK
Cancel

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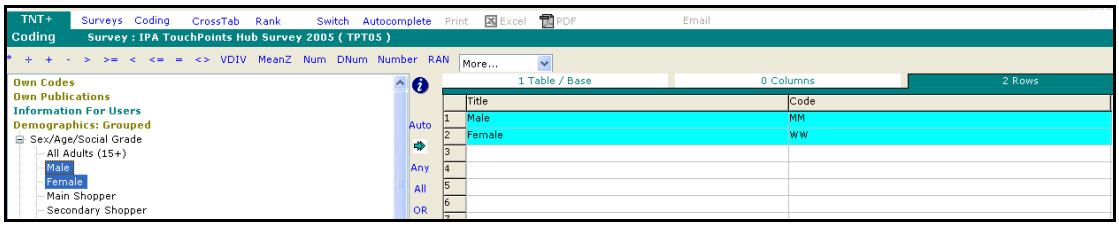
The codes have now been saved the own codes directory and can be selected from the electronic code book.

Step 6
Clear the grid in the rows by right clicking on the grid and selecting *Clear Grid.*

Insert Men and Women into the Rows from the *Demographics: Grouped* category.



Step 7
The final step is to create the target group from the Own Codes. Reset the code book and double-click the *Own Codes* category.

Choose your Own Code. Page down to find Sunday 10am – 12.30pm . Highlight the codes and click on *Any*. This will give you anyone that was talking on their mobile and watching/using the TV at the same time between 10 and 12.30 on a Sunday (Reach).

Media - Communicating: Talking On A Mobile Phone - Sunday 08:30-
Media - Communicating: Talking On A Mobile Phone - Sunday 09:00-
Media - Communicating: Talking On A Mobile Phone - Sunday 09:30-
Media - Communicating: Talking On A Mobile Phone - Sunday 10:00-
Media - Communicating: Talking On A Mobile Phone - Sunday 10:30-
Media - Communicating: Talking On A Mobile Phone - Sunday 11:00-
Media - Communicating: Talking On A Mobile Phone - Sunday 11:30-
Media - Communicating: Talking On A Mobile Phone - Sunday 12:00-
Media - Communicating: Talking On A Mobile Phone - Sunday 12:30-
Media - Communicating: Talking On A Mobile Phone - Sunday 13:00-
Media - Communicating: Talking On A Mobile Phone - Sunday 13:30-
Media - Communicating: Talking On A Mobile Phone - Sunday 14:00-
Media - Communicating: Talking On A Mobile Phone - Sunday 14:30-
Auto
Any
OR
AND
NOT
1 Table / Base
1 Column
2 Rows
Title
Code
1 Media - Communicating: Talking On A Mobile Phone - Sunday 10:00-10:30 and Media Summaries: Watching/Using The TV - Sunday 10:00-10:30 or Media - Communicating: Talking On A Mobile Phone - Sunday 10:30-11:00 and Media Summaries: Watching/Using The TV - Sunday 10:30-11:00 or Media - Communicating: Talking On A Mobile Phone - Sunday 11:00-11:30 and Media Summaries: Watching/Using The TV - Sunday 11:00-11:30 or Media - Communicating: Talking On A Mobile Phone - Sunday 11:30-12:00 and Media Summaries: Watching/Using The TV - Sunday 11:30-12:00 or Media - Communicating: Talking On A Mobile Phone - Sunday 12:00-12:30 and Media Summaries: Watching/Using The TV - Sunday 12:00-12:30
(((421`140`1) AND (421`286`1)) OR ((422`140`1) AND (422`286`1)) OR ((423`140`1) AND (423`286`1)) OR ((424`140`1) AND (424`286`1)) OR ((425`140`1) AND (425`286`1)))

Step 8
Change the titling to something appropriate, e.g. *Talking on a mobile and watching TV Sunday 10am – 12.30 pm*. Finally Crosstab the analysis.

		Total	Talking on a mobile and watching TV Sunday 10am – 12.30 pm
Total	*Audience(000)*	46,667	326
	Resps	5,010	37
	%Col	100.0	100.0
	%Row	100.0	0.7
	Index	100.0	100.0
Male	*Audience(000)*	22,504	117
	Resps	2,283	16
	%Col	48.2	35.9
	%Row	100.0	0.5
	Index	100.0	74.4
Female	*Audience(000)*	24,163	209
	Resps	2,727	21
	%Col	51.8	64.1
	%Row	100.0	0.9
	Index	100.0	123.9

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Introduction to Wildcard Coding

Telmar's Wildcard coding enables complicated diary coding in just a couple of clicks!

- **Example 1: Combining AND's & OR's - *see page 16***

Column:

Watching TV	AND	At Home	AND	(With Partner/Spouse	OR	With Children)

Rows: (you can input one of the following ticked ✓ time codes)

Each half hour of each day	✓
Each half hour of any day	✓
Each half hour average day	✓
Gross ½ hour Claims (For Share)	✓
Mean or Meanz Hours per day	✓

- **Example 2: Solus Media - *see page 18***

Column:

Watching TV	AND	NOT	(Listening to Radio	OR	Using the internet	OR	Reading)

Rows: (you can input one of the following ticked ✓ time codes)

Each half hour of each day	✓
Each half hour of any day	✓
Each half hour average day	✓
Gross ½ hour Claims (For Share)	✓
Mean or Meanz Hours per day	✓

- **Example 3: Combining wildcard and non-wildcard coding - *see page 20***

Column:

Age 15-24	AND	Watching TV

Rows: (you can input one of the following ticked ✓ time codes)

Each half hour of each day	✓
Each half hour of any day	✓
Each half hour average day	✓
Gross ½ hour Claims (For Share)	✓
Mean or Meanz Hours per day	

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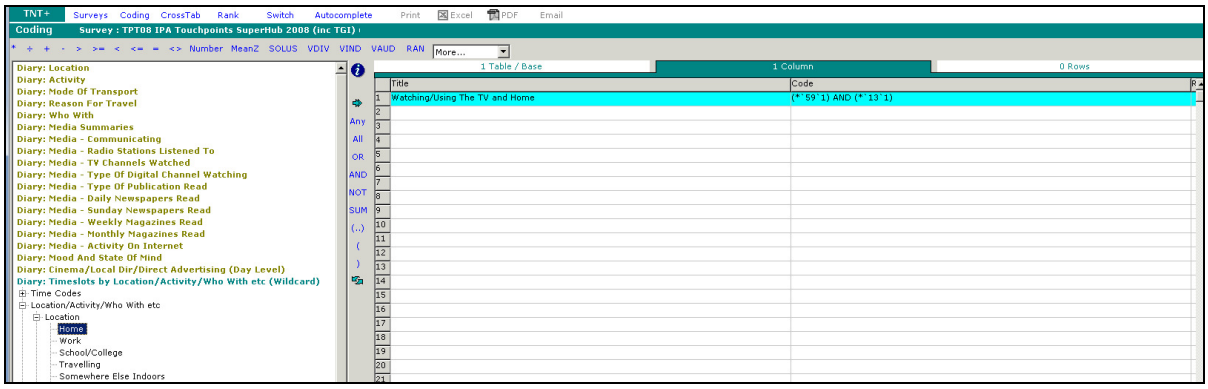
Wildcards Example 1: Watching TV And at Home And with partner/spouse Or with children on Mon-Fri average weekday

This coding contains 2 AND 's and 1 OR in the column. In the rows there is average Mon-Fri coding.

Step 1
Put All Adults 15+ in the Base.

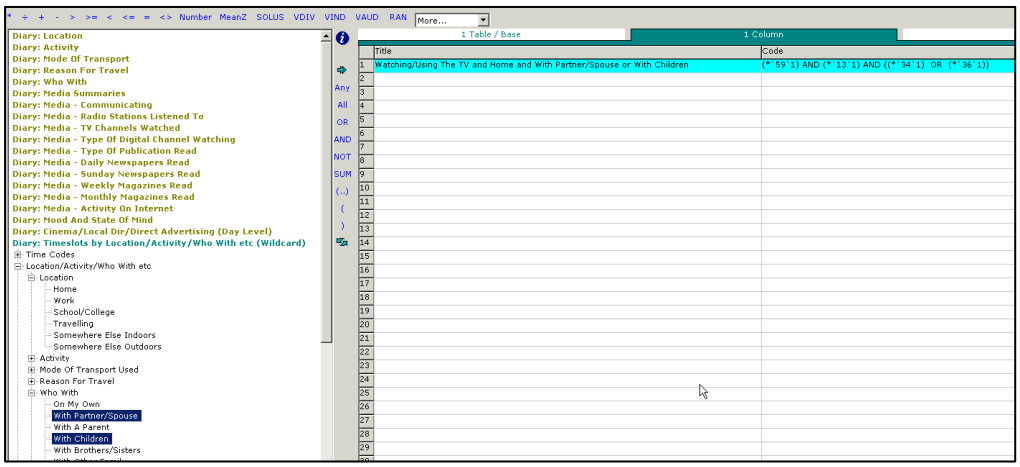
Step 2 (Watching TV at Home)

- Go to columns and Filter on diary.
- Select **Diary: Timeslots by Location/Activity/Who with (Wildcard)** and double click on **Location/Activity/Who With** etc to open the category. Double click on **'Media Summaries'**.
- Select **'Watching/Using the TV'**. Click on **'And'** then double click on **Location** and double click on **Home**.


Coding
Survey : TPT08 IPA Touchpoints SuperHub 2008 (inc TGI)
Diary: Location
Diary: Activity
Diary: Mode Of Transport
Diary: Reason For Travel
Diary: Who With
Diary: Media Summaries
Diary: Media - Communicating
Diary: Media - Radio Stations Listened To
Diary: Media - TV Channels Watched
Diary: Media - Type Of Digital Channel Watching
Diary: Media - Type Of Publication Read
Diary: Media - Daily Newspapers Read
Diary: Media - Sunday Newspapers Read
Diary: Media - Weekly Magazines Read
Diary: Media - Monthly Magazines Read
Diary: Media - Activity On Internet
Diary: Mood And State Of Mind
Diary: Cinema/Local Dir/Direct Advertising (Day Level)
Diary: Timeslots by Location/Activity/Who With etc (Wildcard)
Time Codes
Location/Activity/Who With etc
Location
Home
Work
School/College
Travelling
Somewhere Else Indoors
1 Table / Base
1 Column
0 Rows
Title
Code
Watching/Using The TV and Home
(* 59 1) AND (* 13 1)

Step 3 (With Partner/Spouse or Children)

- Select **'And'**, double click on **'Who With'**, highlight **'With partner/spouse'** and with **'children'** by using the ctrl key on the keyboard, then select **'Any'**.


Diary: Location
Diary: Activity
Diary: Mode Of Transport
Diary: Reason For Travel
Diary: Who With
Diary: Media Summaries
Diary: Media - Communicating
Diary: Media - Radio Stations Listened To
Diary: Media - TV Channels Watched
Diary: Media - Type Of Digital Channel Watching
Diary: Media - Type Of Publication Read
Diary: Media - Daily Newspapers Read
Diary: Media - Sunday Newspapers Read
Diary: Media - Weekly Magazines Read
Diary: Media - Monthly Magazines Read
Diary: Media - Activity On Internet
Diary: Mood And State Of Mind
Diary: Cinema/Local Dir/Direct Advertising (Day Level)
Diary: Timeslots by Location/Activity/Who With etc (Wildcard)
Time Codes
Location/Activity/Who With etc
Location
Home
Work
School/College
Travelling
Somewhere Else Indoors
Somewhere Else Outdoors
Activity
Mode Of Transport Used
Reason For Travel
Who With
On My Own
With Partner/Spouse
With A Parent
With Children
With Brothers/Sisters
1 Table / Base
1 Column
Title
Code
Watching/Using The TV and Home and With Partner/Spouse or With Children
(* 59 1) AND (* 13 1) AND ((* 34 1) OR (* 36 1))

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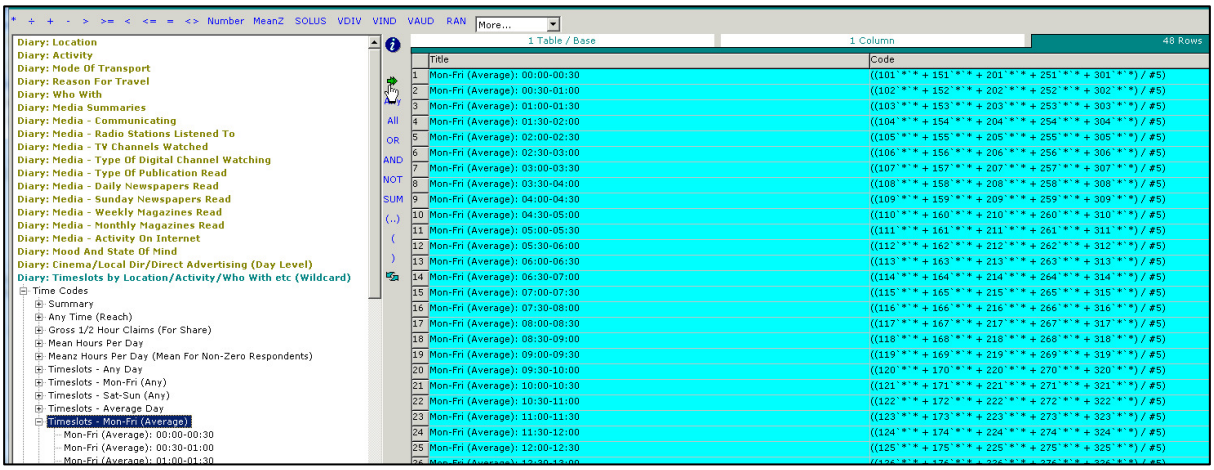
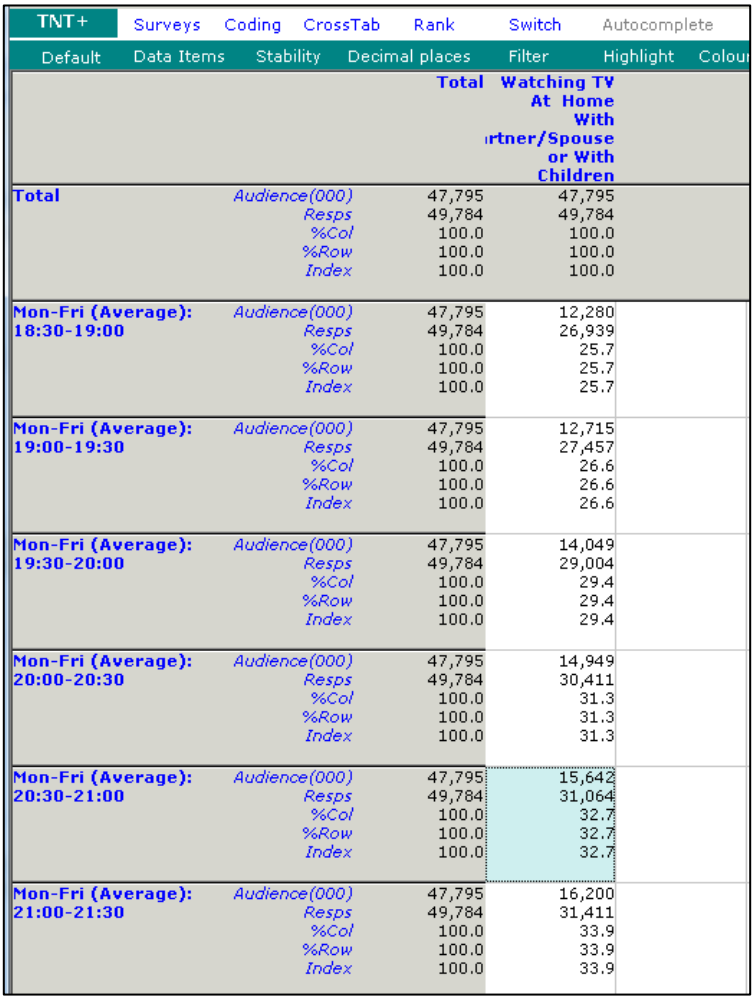
Step 4 (Applying the time codes Mon-Fri Average timeslots)

- For the rows click on the '**Time Codes**' section within wildcards to open the category.
- Double click on '**Timeslots –Mon-Fri (Average)**'. Select the green arrow to take across the codes separately.



Step 5 (The results)

- Now click on crosstab to produce your report. This will tell you that 32.7% of adults are watching TV at home with their partner/spouse or children on a Mon-Fri average weekday.



		Total	Watching TV At Home With rtner/Spouse or With Children
Total	Audience(000)	47,795	47,795
	Resps	49,784	49,784
	%Col	100.0	100.0
	%Row	100.0	100.0
	Index	100.0	100.0
Mon-Fri (Average): 18:30-19:00	Audience(000)	47,795	12,280
	Resps	49,784	26,939
	%Col	100.0	25.7
	%Row	100.0	25.7
	Index	100.0	25.7
Mon-Fri (Average): 19:00-19:30	Audience(000)	47,795	12,715
	Resps	49,784	27,457
	%Col	100.0	26.6
	%Row	100.0	26.6
	Index	100.0	26.6
Mon-Fri (Average): 19:30-20:00	Audience(000)	47,795	14,049
	Resps	49,784	29,004
	%Col	100.0	29.4
	%Row	100.0	29.4
	Index	100.0	29.4
Mon-Fri (Average): 20:00-20:30	Audience(000)	47,795	14,949
	Resps	49,784	30,411
	%Col	100.0	31.3
	%Row	100.0	31.3
	Index	100.0	31.3
Mon-Fri (Average): 20:30-21:00	Audience(000)	47,795	15,642
	Resps	49,784	31,064
	%Col	100.0	32.7
	%Row	100.0	32.7
	Index	100.0	32.7
Mon-Fri (Average): 21:00-21:30	Audience(000)	47,795	16,200
	Resps	49,784	31,411
	%Col	100.0	33.9
	%Row	100.0	33.9
	Index	100.0	33.9

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Wildcards Example 2: Watching TV and not listening to the Radio or using the Internet or Reading on Mon-Fri (Any)

This coding contains 1 AND, 1 NOT with 2 OR 'S in the columns. In the rows there is Reach coding.

This can be coded two different ways:

Step 1

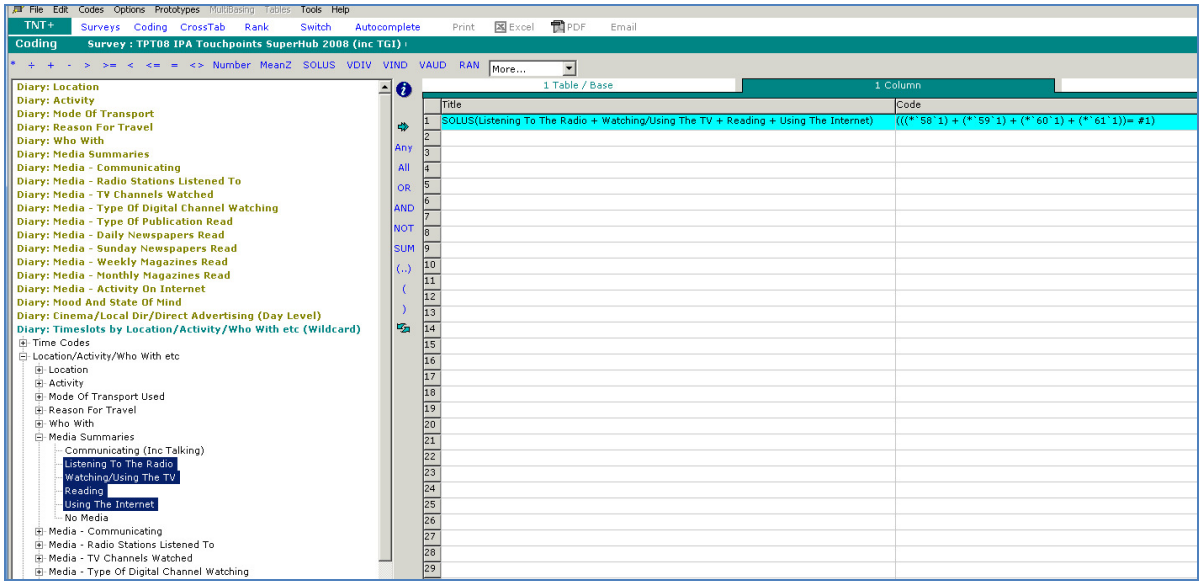
- Put All Adults 15+ in the Base.

Step 2 (Solus media)

- Go to columns and Filter on diary.

- Select **Diary: Timeslots by Location/Activity/Who with (Wildcard)** and double click on **Location/Activity/Who with** etc to open the category.

- Double click on '**Media Summaries**', then highlight '**Watching/Using the TV, Listening to the Radio, Reading, Using the Internet**', click on the '**Solus**' option. Put brackets around the codes.


File Edit Codes Options Prototypes MultiBasing Tables Tools Help
TNT+ Surveys Coding CrossTab Rank Switch Autocomplete Print Excel PDF Email
Coding Survey : TPT08 IPA Touchpoints SuperHub 2008 (inc TGI)
Number MeanZ SOLUS VDIV VIND VAUD RAN More...
1 Table / Base
1 Column
Title
Code
SOLUS(Listening To The Radio + Watching/Using The TV + Reading + Using The Internet)
(((*`58`1) + (*`59`1) + (*`60`1) + (*`61`1))= #1)
Diary: Location
Diary: Activity
Diary: Mode Of Transport
Diary: Reason For Travel
Diary: Who With
Diary: Media Summaries
Diary: Media - Communicating
Diary: Media - Radio Stations Listened To
Diary: Media - TV Channels Watched
Diary: Media - Type Of Digital Channel Watching
Diary: Media - Type Of Publication Read
Diary: Media - Daily Newspapers Read
Diary: Media - Sunday Newspapers Read
Diary: Media - Weekly Magazines Read
Diary: Media - Monthly Magazines Read
Diary: Media - Activity On Internet
Diary: Mood And State Of Mind
Diary: Cinema/Local Dir/Direct Advertising (Day Level)
Diary: Timeslots by Location/Activity/Who With etc (Wildcard)
Time Codes
Location/Activity/Who With etc
Location
Activity
Mode Of Transport Used
Reason For Travel
Who With
Media Summaries
Communicating (Inc Talking)
Listening To The Radio
Watching/Using The TV
Reading
Using The Internet
No Media
Media - Communicating
Media - Radio Stations Listened To
Media - TV Channels Watched
Media - Type Of Digital Channel Watching
Any
All
OR
AND
NOT
SUM
(..)
(
)

Step 3

- Click on 'And' then select '**Watching/Using The TV**'. Put brackets around the coding.

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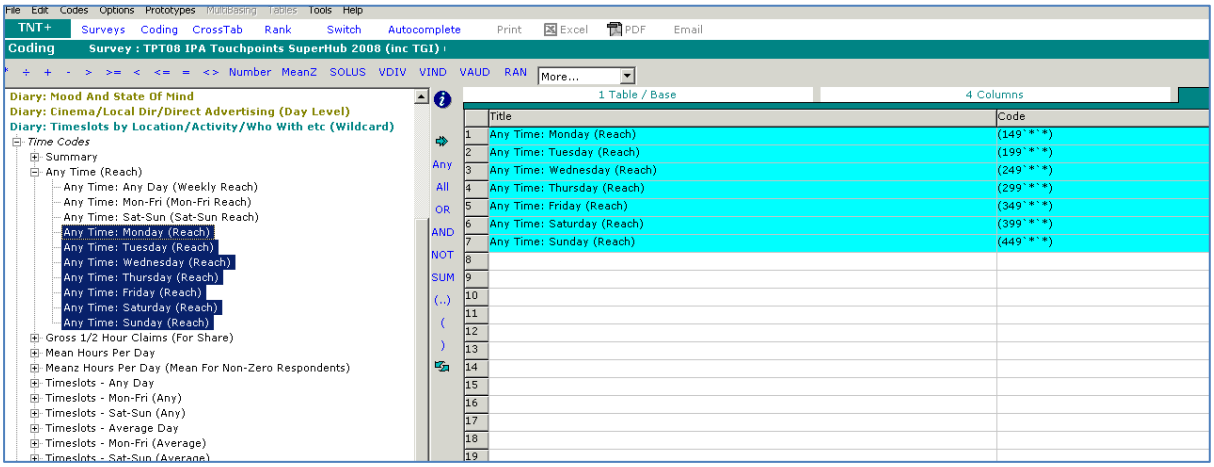
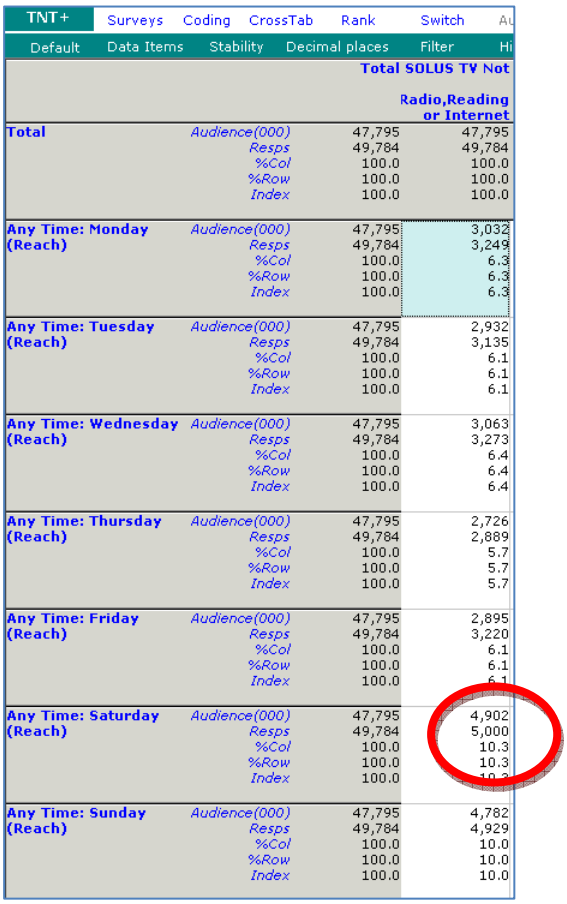
Step 4 (Applying the time codes Any Time Reach Mon-Sun)

- Select Rows. Double click on '**Time Codes**' to open the category, then double click on '**Any Time (Reach)**' and highlight from '**Monday to Sunday**' and click on the green arrow to put them across separately.


File Edit Codes Options Prototypes Multibasing Tables Tools Help
TNT+ Surveys Coding CrossTab Rank Switch Autocomplete Print Excel PDF Email
Coding Survey : TPT08 IPA Touchpoints SuperHub 2008 (inc TGI)
+ + - > >= < <= = <> Number MeanZ SOLUS VDIV VIND VAUD RAN More...
Diary: Mood And State Of Mind
Diary: Cinema/Local Dir/Direct Advertising (Day Level)
Diary: Timeslots by Location/Activity/Who With etc (Wildcard)
Time Codes
Summary
Any Time (Reach)
Any Time: Any Day (Weekly Reach)
Any Time: Mon-Fri (Mon-Fri Reach)
Any Time: Sat-Sun (Sat-Sun Reach)
Any Time: Monday (Reach)
Any Time: Tuesday (Reach)
Any Time: Wednesday (Reach)
Any Time: Thursday (Reach)
Any Time: Friday (Reach)
Any Time: Saturday (Reach)
Any Time: Sunday (Reach)
Gross 1/2 Hour Claims (For Share)
Mean Hours Per Day
Meanz Hours Per Day (Mean For Non-Zero Respondents)
Timeslots - Any Day
Timeslots - Mon-Fri (Any)
Timeslots - Sat-Sun (Any)
Timeslots - Average Day
Timeslots - Mon-Fri (Average)
Timeslots - Sat-Sun (Average)
Any All OR AND NOT SUM (..) ( )
1 Table / Base
4 Columns
Title
Code
1 Any Time: Monday (Reach) (149`*`*)
2 Any Time: Tuesday (Reach) (199`*`*)
3 Any Time: Wednesday (Reach) (249`*`*)
4 Any Time: Thursday (Reach) (299`*`*)
5 Any Time: Friday (Reach) (349`*`*)
6 Any Time: Saturday (Reach) (399`*`*)
7 Any Time: Sunday (Reach) (449`*`*)

Step 5 (The results)

- Crosstab the report, as you can see that 4.9 million people watch TV on a Saturday and do not consume any other media.



		Total	Total SOLUS TV Not Radio,Reading or Internet
Total	Audience(000)	47,795	47,795
	Resps	49,784	49,784
	%Col	100.0	100.0
	%Row	100.0	100.0
	Index	100.0	100.0
Any Time: Monday (Reach)	Audience(000)	47,795	3,032
	Resps	49,784	3,249
	%Col	100.0	6.3
	%Row	100.0	6.3
	Index	100.0	6.3
Any Time: Tuesday (Reach)	Audience(000)	47,795	2,932
	Resps	49,784	3,135
	%Col	100.0	6.1
	%Row	100.0	6.1
	Index	100.0	6.1
Any Time: Wednesday (Reach)	Audience(000)	47,795	3,063
	Resps	49,784	3,273
	%Col	100.0	6.4
	%Row	100.0	6.4
	Index	100.0	6.4
Any Time: Thursday (Reach)	Audience(000)	47,795	2,726
	Resps	49,784	2,889
	%Col	100.0	5.7
	%Row	100.0	5.7
	Index	100.0	5.7
Any Time: Friday (Reach)	Audience(000)	47,795	2,895
	Resps	49,784	3,220
	%Col	100.0	6.1
	%Row	100.0	6.1
	Index	100.0	6.1
Any Time: Saturday (Reach)	Audience(000)	47,795	4,902
	Resps	49,784	5,000
	%Col	100.0	10.3
	%Row	100.0	10.3
	Index	100.0	10.3
Any Time: Sunday (Reach)	Audience(000)	47,795	4,782
	Resps	49,784	4,929
	%Col	100.0	10.0
	%Row	100.0	10.0
	Index	100.0	10.0

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Wildcards Example 3: Age 15-24 and Watching TV on Mon-Fri (Average)

This coding contains 1 AND in the column. In the rows there is average Mon-Fri coding.

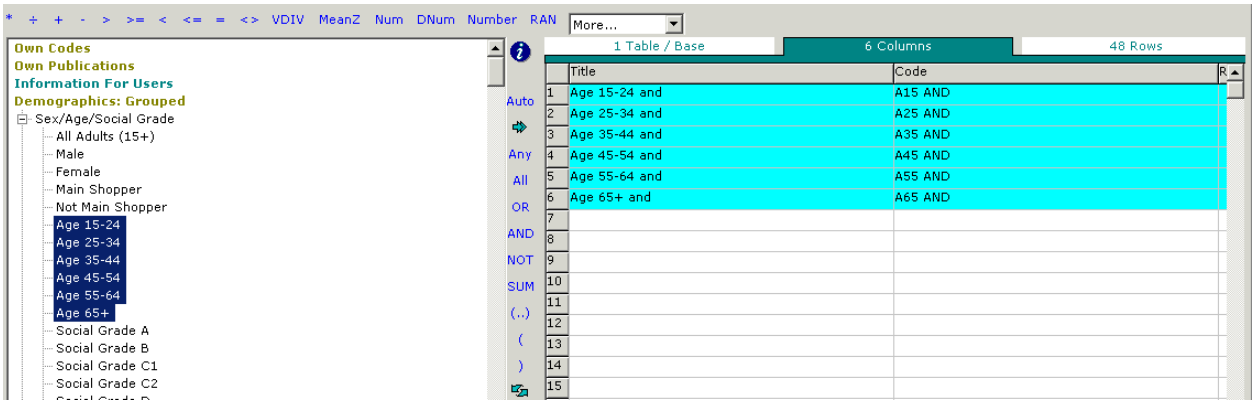
Step 1

- Put All Adults 15+ in the Base.

Step 2 (Non-wildcard coding)

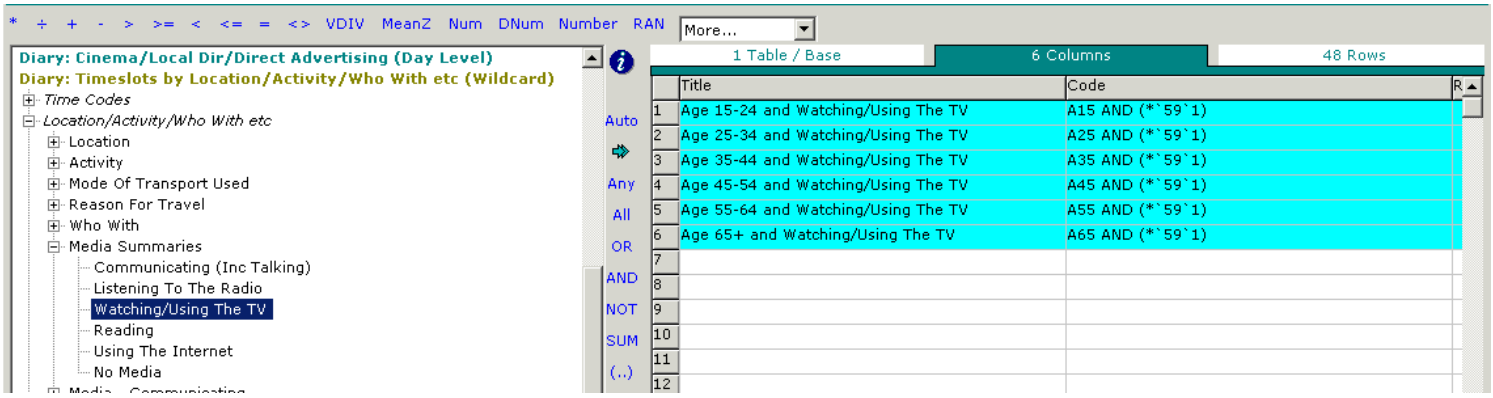
- Go to columns and click on **Demographics: Grouped**.

- Select **Sex/Age/Social Grade** and highlight all of the age breaks starting with **Age 15-24** and ending with **Age 65+**. Select the green arrow to take across the codes separately and then click **AND**.



Step 3 (Combining non-wildcard coding with wildcard coding)

- Reset the code book and filter on diary. Select **Diary: Timeslots by Location/Activity/Who with (Wildcard)** and double click on **Location/Activity/Who with** etc to open the category. Double click on '**Media Summaries**', then highlight '**Watching/Using the TV**'. Then select the green arrow to add the code to the age breaks.



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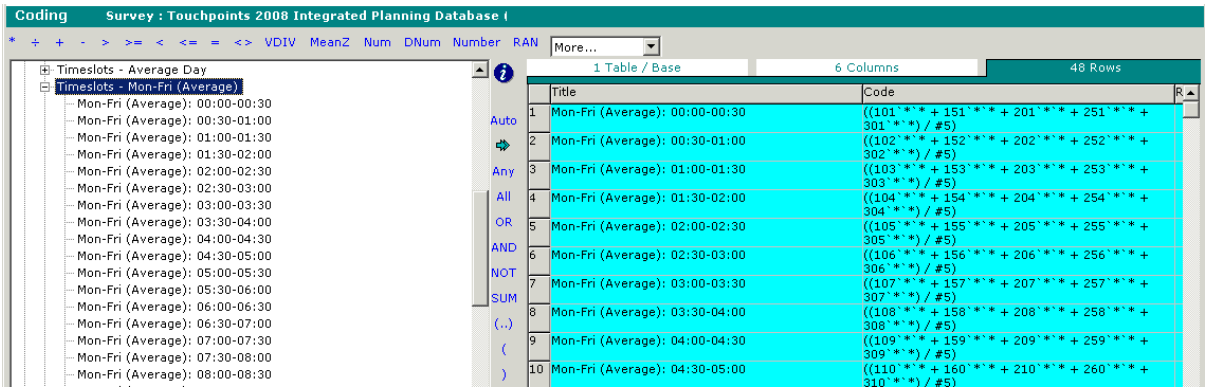
Step 4 (Applying the time codes Mon-Fri Average timeslots)

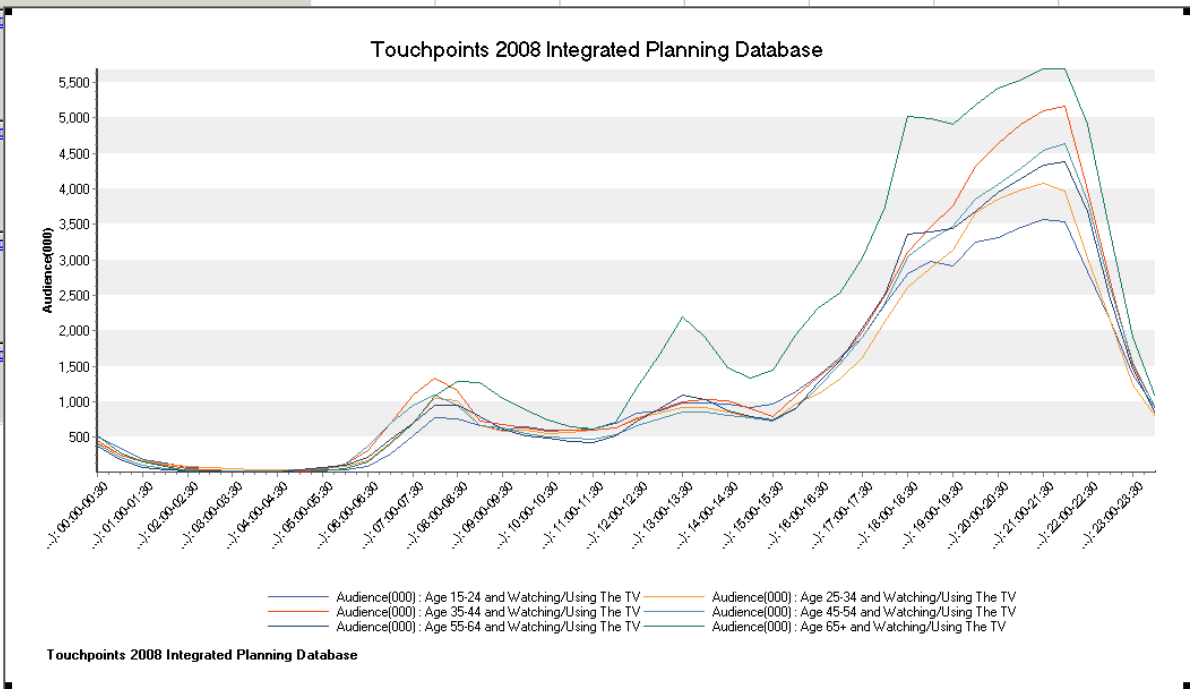
- Select Rows. Double click on '**Time Codes**' to open the category, then highlight '**Timeslots – Mon-Fri (Average)**' and click on the green arrow to put them across separately.


Coding
Survey : Touchpoints 2008 Integrated Planning Database (
* + + - > >= < <= = <> VDIV MeanZ Num DNum Number RAN
More...
Timeslots - Average Day
Timeslots - Mon-Fri (Average)
Mon-Fri (Average): 00:00-00:30
Mon-Fri (Average): 00:30-01:00
Mon-Fri (Average): 01:00-01:30
Mon-Fri (Average): 01:30-02:00
Mon-Fri (Average): 02:00-02:30
Mon-Fri (Average): 02:30-03:00
Mon-Fri (Average): 03:00-03:30
Mon-Fri (Average): 03:30-04:00
Mon-Fri (Average): 04:00-04:30
Mon-Fri (Average): 04:30-05:00
Mon-Fri (Average): 05:00-05:30
Mon-Fri (Average): 05:30-06:00
Mon-Fri (Average): 06:00-06:30
Mon-Fri (Average): 06:30-07:00
Mon-Fri (Average): 07:00-07:30
Mon-Fri (Average): 07:30-08:00
Mon-Fri (Average): 08:00-08:30
1 Table / Base
6 Columns
48 Rows
Auto
Any
All
OR
AND
NOT
SUM
(..)
( )
Title
Code
1 Mon-Fri (Average): 00:00-00:30 ((101`*`* + 151`*`* + 201`*`* + 251`*`* + 301`*`*) / #5)
2 Mon-Fri (Average): 00:30-01:00 ((102`*`* + 152`*`* + 202`*`* + 252`*`* + 302`*`*) / #5)
3 Mon-Fri (Average): 01:00-01:30 ((103`*`* + 153`*`* + 203`*`* + 253`*`* + 303`*`*) / #5)
4 Mon-Fri (Average): 01:30-02:00 ((104`*`* + 154`*`* + 204`*`* + 254`*`* + 304`*`*) / #5)
5 Mon-Fri (Average): 02:00-02:30 ((105`*`* + 155`*`* + 205`*`* + 255`*`* + 305`*`*) / #5)
6 Mon-Fri (Average): 02:30-03:00 ((106`*`* + 156`*`* + 206`*`* + 256`*`* + 306`*`*) / #5)
7 Mon-Fri (Average): 03:00-03:30 ((107`*`* + 157`*`* + 207`*`* + 257`*`* + 307`*`*) / #5)
8 Mon-Fri (Average): 03:30-04:00 ((108`*`* + 158`*`* + 208`*`* + 258`*`* + 308`*`*) / #5)
9 Mon-Fri (Average): 04:00-04:30 ((109`*`* + 159`*`* + 209`*`* + 259`*`* + 309`*`*) / #5)
10 Mon-Fri (Average): 04:30-05:00 ((110`*`* + 160`*`* + 210`*`* + 260`*`* + 310`*`*) / #5)

Step 5 (The results)

- Crosstab the report, as you can see that 503,000 people aged 15-24, watch or use the TV between 00:00 – 00:30 on Mon-Fri average weekday compared to 367,000 people aged 55-64.

		Total	Age 15-24 and atching/Using The TV	Age 25-34 and atching/Using The TV	Age 35-44 and atching/Using The TV	Age 45-54 and atching/Using The TV	Age 55-64 and atching/Using The TV	Age 65+ and atching/Using The TV
Total	Audience(000)	47,795	47,795	47,795	47,795	47,795	47,795	47,795
	Resps	49,784	49,784	49,784	49,784	49,784	49,784	49,784
	%Col	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	%Row	100.0	100.0	100.0	100.0	100.0	100.0	100.0
	Index	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Mon-Fri (Average): 00:00-00:30	Audience(000)	47,795	503	430	448	405	367	513
	Resps	49,784	1,524	1,251	1,336	1,217	1,099	1,725
	%Col	100.0	1.1	0.9	0.9	0.8	0.8	1.1
	%Row	100.0	1.1	0.9	0.9	0.8	0.8	1.1
	Index	100.0	1.1	0.9	0.9	0.8	0.8	1.1
Mon-Fri (Average): 00:30-01:00	Audience(000)	47,795	339	244	248	219	176	276
	Resps	49,784	961	699	745	720	590	937
	%Col	100.0	0.7	0.5	0.5	0.5	0.4	0.6
	%Row	100.0	0.7	0.5	0.5	0.5	0.4	0.6
	Index	100.0	0.7	0.5	0.5	0.5	0.4	0.6
Mon-Fri (Average): 01:00-01:30								
Mon-Fri (Average): 01:30-02:00								
Mon-Fri (Average): 02:00-02:30								
Mon-Fri (Average): 02:30-03:00								



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DEFINITIONS OF THE TIMESLOTS

- Any Time (Reach) – i.e the number of people who may have done an activity or media consumption at any time etc.
- Gross ½ hour claims (For Share) – i.e the percentage of time doing an activity.
- Mean Hours – Average hours
- Timeslots Mon-Fri Average – On an average weekday.

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